

2024-2025

# BUSINESS PLAN

*NorthWest*  
COUNTRY

**BUSINESS ASSOCIATION**

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North West Country Incorporated

[www.northwestcountry.co.nz](http://www.northwestcountry.co.nz)

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**2023**

# CHAIR'S MESSAGE

We have seen a significant amount of disruption in the North West in the first half of 2023 with many of our homes and businesses being flooded repeatedly. While this was devastating, we rallied together to provide support and help our members get through these hard times with grants and advocacy for improved infrastructure.

On the back of this, we are making member support a priority for 2024. To do this we are focusing on the areas that mean the most to members such as business support grants, training grants, member discounts, increased area marketing and supporting community events.

In speaking with you, we have heard that you want more networking events so we have started a new calendar of casual events, as well as formal Business After 5 events through the West Auckland Business Club.

We also heard that you want to hear more from us, and we are excited to be providing a bi-monthly business magazine to all members that is distributed to over 4,200 businesses in West Auckland. Through this opportunity, not only can we showcase what is happening in the area, we can showcase you, our members, and provide heavily discounted advertising opportunities.

The Executive Committee have been considering our budgets moving forward and how we continue to deliver value in a more expensive world. We debated the need for increased revenue to cover rising overheads however do not want to burden members with a rates increase. It is now more important than ever that we think of innovative ways to generate revenue such as sponsorships, grants and wise investments.

I want to take this opportunity to thank our Executive Committee members who donate their time and energy to tirelessly work for our members - every person is passionate about the North West and making this a thriving business community.

You might notice that we have updated our mission statement, bringing our focus back to focusing on businesses and the economy. Our mission as a businesses association is your business support for a thriving community.

We look forward to serving you again in 2024.

James Scott

**Chair**

# VISION AND VALUES

## Vision

The North West - Auckland's creative playground and premiere place to live, work and do business and the location of choice for Aucklanders looking for a new experience.

## Mission Statement

Your business support for a thriving community.

## Values

- Adventurous - we are positive, we challenge, we explore, and we express ourselves passionately.
- Welcoming- We are down to earth, friendly and helpful.
- Supportive - of each other with a strong sense of community.

*NorthWest*  
COUNTRY

**BUSINESS ASSOCIATION**

YOUR BUSINESS SUPPORT FOR A THRIVING  
COMMUNITY

# PURPOSE

This is a living document which we will update on a regular basis to ensure we are always providing the best service to our members. This plan provides direction to the Executive Committee to guide decision making. All descriptors in the Business Plan 2024-2025 highlighted in red font below are directly aligned with the Annual Plan 2024-2025 budget line items.

## Committee

- Executive Committee members are empowered to be champions for the business association and local businesses
- Executive Committee members are welcomed onto the board with a strong onboarding programme.
- Business leaders are attracted to and welcomed to the Executive Committee positions.
- Executive Committee members are provided with guides for how to communicate with businesses at all levels.

## Communication

- We provide clarity to our members.
- We provide regular and meaningful communications to all members in a format that they can interact with.
- We are responsive and able to help all business members.
- We will promote events in our area and in neighbouring areas that will benefit our members.

## Connectivity

- We provide connections and connectivity opportunities for all members.
- We connect with neighbouring business improvement districts to maximise the benefits and reach for our members.
- Executive Committee members connect individually with business owners within their individual districts.
- We bring a range of specialist trainers to the area to add benefits to members.

# BUSINESS PLAN

## 2024-2025

### HELPING GROW BUSINESS

#### Provide relevant information to members about the association's activities and the opportunities for promotion and assistance.

- Provide bi-monthly business **magazine** to be delivered to members
- Undertake a complete update of **database** including full business and member survey
- Build information database on **website** for members
- Provide monthly e-newsletters to members.
- Provide regular networking **events**
- Provide a **business hub space** for members to use to run their businesses, and for members to access the BID Manager and BID Services.

#### Provide a Business Excellence Program for members.

- Adding relevant **promotion, training** opportunities, mentoring and support to help grow their businesses and encourage them towards participating in our annual business awards.
- Provide **training** seminars and programs for members.
- Lift participation in 2024 **Business Awards**.
- Develop new **promotional** programmes for members.
- Assist businesses with addressing climate change through a suite of tools with assistance from certification schemes and government support.

#### Engage with organisations, agencies and council.

- Ensure the association understands the issues affecting its members.
- Be a strong advocate both at local and national government level on behalf the association's membership.

### PROMOTING OUR DISTRICT

#### Make our brand instantly recognisable.

- Ensure our **online** presence is up to date and relevant.
- Update **online** presence to clearly indicate business association as well as businesses we represent.
- Issue window stickers to all businesses.
- Continue online **advertising** to raise profile of area.
- Hold **events** that raise the associations profile and recognition.

#### Work with businesses, agencies and iwi to improve our townships and key destinations.

- Work with council agencies and the Local Board to improve the look and feel of our townships.
- Investigate partnerships with businesses, council and other agencies to progress town centre improvements.
- Advocate for a community response plan for all townships.

#### Promote the District to Visitors

- **Support events** across the area to encourage locals to visit the business centres.
- Advocate for Auckland Unlimited to update the 2015-2020 North West Rodney Visitor Strategy.
- Assist businesses in **local promotions**.
- Run **competitions** to encourage visitor spend.